

Geocode Survey By OOH Vehicle Type
Major Markets / Top Vendors

<u>Market</u>	<u>Percent Geocoded</u>					
	<u>Bulletins</u> %	<u>30's</u> %	<u>Squares</u> %	<u>8's</u> %	<u>Walls</u> %	<u>Shelters</u> %
• Atlanta	25%	40%	34%	97%	100%	0%
• Boston	0	50	—	0	—	—
• Chicago	90	100	100	16	100	—
• Denver	100	100	100	—	—	—
• Detroit	100	100	100	100	—	—
• Miami	50	50	50	50	50	50
• NYC	30	0	0	0	52	100
• LA	69	99	100	0	34	43
• Philadelphia	100	100	100	—	—	99
• Phoenix	51	0	—	0	—	0
• Pittsburgh	0	0	0	—	—	—
• San Diego	80	100	—	—	—	100
• San Francisco / Bay Area	100	100	100	100	100	100
• D.C.	100	100	100	—	—	—

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Atlanta

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Corey	Bulletins	393	18%	0%
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
Eller	Bulletins	365	33%	100%
	30-Sheet	1100	47%	100%
	Squares	26	50%	100%
	8-Sheet	140	25%	100%
	Walls	1	25%	100%
	Bus Shelters			
Outdoor Sys.	Bulletins	725	60%	0%
	30-Sheet	1650	70%	0%
	Squares	50	50%	0%
	8-Sheet	5	1%	0%
	Walls			
	Bus Shelters	650	100%	0%

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Atlanta

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Total Atlanta	Bulletins	1483	>100%	25%
	30-Sheet	2750	>100%	40%
	Squares	76	100%	34%
	8-Sheet	145	26%	97%
	Walls	1	25%	100%
	Bus Shelters	650	100%	0%
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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Boston

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
AK Media	Bulletins	324	90%	0%
	30-Sheet	1999	100%	50%
	Squares			
	8-Sheet	83	100%	0%
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

2070338179

Chicago

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Eller	Bulletins	412	29%	100%
	30-Sheet	2860	100%	100%
	Squares	30	90%	100%
	8-Sheet			
	Walls	7	7%	100%
	Bus Shelters			
Outdoor Sys.	Bulletins	268	15%	100%
	30-Sheet			
	Squares			
	8-Sheet	660	15%	100%
	Walls			
	Bus Shelters			
Universal	Bulletins	702	32%	80%
	30-Sheet			
	Squares			
	8-Sheet	3546	73%	0%
	Walls			
	Bus Shelters			

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Chicago

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Total Chicago	Bulletins	1382	76%	90%
	30-Sheet	2860	100%	100%
	Squares	30	90%	100%
	8-Sheet	4206	88%	16%
	Walls	7	7%	100%
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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Denver

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Outdoor Sys.	Bulletins	150	50%	100%
	30-Sheet	1780	100%	100%
	Squares	6	100%	100%
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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Detroit

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Outdoor Sys.	Bulletins	439	40%	100%
	30-Sheet	1342	100%	100%
	Squares	13	100%	100%
	8-Sheet	91	5%	100%
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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Miami

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
AK Media	Bulletins	705	75%	50%
	30-Sheet	1463	100%	50%
	Squares	13	100%	50%
	8-Sheet	979	100%	50%
	Walls	1	10%	50%
	Bus Shelters	121	10%	50%
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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New York City

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Allied	Bulletins	83	19%	100%
	30-Sheet			
	Squares			
	8-Sheet			
	Walls	20	40%	100%
	Bus Shelters			
TDI	Bulletins	236	68%	0%
	30-Sheet	946	80%	0%
	Squares	5	90%	0%
	8-Sheet			
	Walls	38	70%	0%
	Bus Shelters			
Van Wagner	Bulletins	125	25%	0%
	30-Sheet	30	5%	0%
	Squares			
	8-Sheet	160	5%	0%
	Walls	12	5%	0%
	Bus Shelters			

2070338185

New York City

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Out. Sys.	Bulletins	73	20%	100%
	30-Sheet			
	Squares			
	8-Sheet			
	Walls	35	15%	100%
	Bus Shelters	2615	100%	100%
Total NYC	Bulletins	517	>100%	30%
	30-Sheet	976	85%	0%
	Squares	5	90%	0%
	8-Sheet	160	50%	0%
	Walls	105	>100%	52%
	Bus Shelters	2615	100%	100%
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

2070338186

Los Angeles

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Eller	Bulletins	687	30%	100%
	30-Sheet	4861	63%	100%
	Squares	37	50%	100%
	8-Sheet			
	Walls	11	55%	100%
	Bus Shelters	1359	16%	100%
Outdoor Sys.	Bulletins	883	40%	100%
	30-Sheet	2950	38%	100%
	Squares	13	20%	100%
	8-Sheet			
	Walls			
	Bus Shelters	2600	50%	100%
Regency	Bulletins	250	15%	0%
	30-Sheet			
	Squares			
	8-Sheet	500	20%	0%
	Walls			
	Bus Shelters			

2070338187

Los Angeles

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Van Wagner	Bulletins	450	15%	0%
	30-Sheet	30	5%	0%
	Squares			
	8-Sheet			
	Walls	20	70%	0%
	Bus Shelters	5200	65%	0%
Total LA	Bulletins	2270	100%	69%
	30-Sheet	7841	>100%	99%
	Squares	40	70%	100%
	8-Sheet	500	20%	0%
	Walls	32	>100%	34%
	Bus Shelters	9159	>100%	43%
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

2070338188

Philadelphia

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Univeral	Bulletins	358	65%	100%
	30-Sheet	2027	100%	100%
	Squares	20	80%	100%
	8-Sheet			
	Walls			
	Bus Shelters	212	70%	99%
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

2070338189

Phoenix

Company	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Eller	Bulletins	366	46%	90%
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
Outdoor Sys.	Bulletins	353	50%	0%
	30-Sheet	1443	100%	0%
	Squares			
	8-Sheet	600	100%	0%
	Walls			
	Bus Shelters	1200	100%	0%
Total Phoenix	Bulletins	719	96%	51%
	30-Sheet	1443	100%	0%
	Squares			
	8-Sheet	600	100%	0%
	Walls			
	Bus Shelters	1200	100%	0%

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Pittsburgh

Company	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Martin	Bulletins	270	80%	0%
	30-Sheet	2051	95%	0%
	Squares	12	100%	0%
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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San Diego

Company	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Eller	Bulletins	112	40%	100%
	30-Sheet	572	50%	100%
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
Outdoor Sys.	Bulletins	120	45%	100%
	30-Sheet	536	50%	100%
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters	680	100%	100%
Martin	Bulletins	59	27%	0%
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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San Diego

Company	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Total San D.	Bulletins	291	>100%	80%
	30-Sheet	1108	100%	100%
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters	680	100%	100%
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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San Francisco/Oakland

Market	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Eller	Bulletins	386	70%	100%
	30-Sheet	1783	66%	100%
	Squares	4	50%	100%
	8-Sheet	432	42%	100%
	Walls	46	79%	100%
	Bus Shelters	102	14%	100%
Outdoor Sys.	Bulletins	248	35%	100%
	30-Sheet	1262	33%	100%
	Squares	5	50%	100%
	8-Sheet	573	50%	100%
	Walls	2	4%	100%
	Bus Shelters	825	100%	100%
Total Bay Area	Bulletins	634	>100%	100%
	30-Sheet	3045	100%	100%
	Squares	9	100%	100%
	8-Sheet	1005	92%	100%
	Walls	48	83%	100%
	Bus Shelters	927	>100%	100%

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Washington DC

Company	Vehicle Type	Please fill in for each vehicle type		
		# of faces in your inventory	Market share (%) of faces of this type	% of this type that has been geocoded
Universal	Bulletins	87	70%	100%
	30-Sheet	590	90%	100%
	Squares	1	50%	100%
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			
	Bulletins			
	30-Sheet			
	Squares			
	8-Sheet			
	Walls			
	Bus Shelters			

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